

DEVIN PANGARO

CREATIVE STRATEGIST

 415-637-1721

 devinpangaro14@gmail.com

 www.devinpangaro.com

 San Diego, Ca

PROFICIENCIES

Multimedia Copywriting

Copyediting and Proofreading

Digital Content Creation

Social Media Content Creation

Adobe Creative Suite

Adobe Photoshop

Wordpress

Layout and Design

Hubspot, Trello, Salesforce,
Basecamp, Asana, and Zendesk

Email Marketing

Facebook Ads

Basic Video Production



CERTIFICATIONS

Social Media Certification
HubSpot Academy, 2018

Content Marketing Certification
HubSpot Academy, 2018

Email Marketing Certification
HubSpot Academy, 2018



ABOUT ME

A digital content professional possessing a way with words and a keen eye for design. I conceptualize and produce creative work across a multitude of channels for a vast array of clients.

Habitually tapped into the latest trends in digital marketing, I can be found blending experience, strategy, and style as the creative force behind campaigns that drive measurable results.

With a determined work ethic and a dedication to progress, I embrace any space that leaves room to grow big ideas.



EDUCATION

- **San Francisco State University**, Class of 2007
BA in English with an emphasis in Creative Writing
Summa Cum Laude



WORK EXPERIENCE

- **FetchRev**, Tempe, Az (Remote)
Senior Digital Content Manager, 2016–Present
 - Wrote and designed direct response campaigns and social content for small to mid-sized businesses and multi-unit franchises.
 - Contributed regular blog posts, authored and designed multiple case studies and eBooks, and produced digital and print material for trade shows.
- **LocBox Labs**, San Francisco, Ca (Now FetchRev)
Creative Strategist, 2014–2016
 - Custom design and build newsletters in conjunction with LocBox proprietary software and external design tools (Adobe Creative Suite) to create compelling branded messages for customers.
 - Collaborated with LocBox Marketing Specialists to create Facebook Ads including effective copywriting, image selection, and demographic/behavior targeting.
 - Generate social media content across a variety of business categories including health and beauty, family entertainment, and hospitality.
- **NerdWallet**, San Francisco, Ca
Contractual Writer, 2012–2014
 - Produce professional articles on a variety of subjects from financial advice for college students to NFL salary projections and statistical trends.
 - Work within the editorial guidelines, meeting requirements including content and size expectations..
- **Freelance**, Various Locations
Content and Copy, 2010–Present
 - **Clients include:** Livestrong, Michigan Mutual, StyleCheck, Realtors Federal Credit Union, Northwest Federal Credit, Simpler, The Leaf Group, and Loop.
 - **Responsibilities:** headlines, taglines, website copy, custom graphics, blogs, and social media content.